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PRESS RELEASE

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RUKKA PETS – PROTECTED IN EVERY WEATHER



The Rukka brand dates back to 1950 and is part of the Luhta Sportswear Company, a 117-year-old Finnish family-run business with sales in over 7 000 points and more than 50 countries worldwide.

Rukka products are inspired by Nordic nature and designed to protect your beloved pets in every weather, even the extremes. The products are designed to bring joy and comfort to your pet's daily activities, never compromising on functionality, fit and quality.

THE NEW RUKKA DISCOVERY 3-IN-1 HYBRID COAT

We are proud to present the innovative **Rukka Discovery** hybrid coat for different weather conditions and to be customized according to your pet's individual needs. The warm padded layer can be used as a warming cover on a cool day. The second waterproof layer can also be used on its own as a lightweight raincoat, by just attaching the belly part piece to the waterproof layer. By combining these two layers your dog gets a coat that is waterproof and warm, just perfect for cold & rainy days.

The waterproof layer is very lightweight and easy to carry in your pocket. Both layers with harness openings are simple to put on a harness. The adjustable, detachable rear leg straps and other adjustments on the waist, neckline and back make the Rukka Discovery coat fit your dog perfectly. The uniquely shaped coat covers the dog's big muscles but allows the dog to move freely and does not restrict its natural movement.

Welcome to visit us in hall 7: booth #7-524

For further information please contact:

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